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Sustaining Momentum

BY FLORA MARIA GARCIA

As we enter into the holiday season, you most likely have received United Arts' "Early Bird" mailer as a precursor to our traditional collaborative *Campaign for the Arts**, kicking off in February 2015. I encourage you to give generously during Early Bird. Not only are you exempt from additional solicitations if you give now, but you can take advantage of year-end tax breaks and, at the same time, energize the campaign and our cultural partners by helping to give us an exhilarating start.

This past year, the campaign exceeded goal by 22 percent; we want to continue that upward momentum in 2015 to help maintain the healthy and thriving cultural sector that so richly serves children and adults in Central Florida.

Speaking of which, I am so excited about the long-awaited opening of the magnificent new Dr. Phillips Center for the Performing Arts! Central Florida arts supporters deserve a fabulous new hall that will make possible a wide range of dynamic programming for the entire community. It will complement our local cultural assets and celebrate our wealth of artistic talent as well. As downtown Orlando continues to evolve—in particular, the Creative Village—the new hall and its plaza will become a draw for residents and visitors alike.

If you want to keep up with what's going on culturally in the region, don't forget to check out United Arts' recently launched event website, OrlandoAtPlay.com, which also includes listings for restaurants around cultural venues and special ticketing deals. Further, in our effort to enrich

children's lives through the arts, this December we will be expanding OrlandoAtPlay.com to include a comprehensive arts education guide, describing cultural programs and curriculums for both in-school and out-of-school experiences for children. The site is aimed at providing comprehensive information for homeschoolers and teachers and will also include information for parents about summer cultural camps for kids—a one-stop shop to ensure that children have the widest possible access to high-quality arts and culture in our region.

Help us to continue to pursue our mission of enriching communities by investing in the arts, science and history by contributing generously during the Early Bird campaign and making it possible for United Arts to continue to forge new territory in serving Central Florida. Happy holidays, and many thanks for your continued support and engagement in the work we do.

A handwritten signature in black ink that reads "Flora Maria Garcia".

Flora Maria Garcia
President & CEO
United Arts of Central Florida

* The *Campaign for the Arts* is the collaborative portion of United Arts' overall annual fundraising effort. Each year, UA invests more than \$4.5 million in arts and culture through grants, designations and contracts.